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Reply to Office Action of May 24, 2006

Amendments to and Listing of the Claims:

Please amend claims 1, 2, 15, cancel claim 23, and add claims 24-43 as follows:

1. (currently amended) In a television network system, subscriber equipment for displaying targeted advertisements to a subscriber, the subscriber equipment comprising:

a communications interface for receiving at least one queue identifying a sequence of targeted advertisements, wherein the at least one queue is selectively distributed to the subscriber and the targeted advertisements have been previously matched to the subscriber, and wherein at least one of the targeted advertisements is repeatedly placed in the queue according to a controllable predetermined spacing, the controllable predetermined spacing being representative of the number of intervening advertisements between occurrences of the at least one targeted advertisementthe targeted advertisements within the queue have a controllable predetermined spacing;

memory for storing the at least one queue;

a processor, responsive to the at least one queue, configured to repeatedly insert the targeted advertisements into program streams for display[[,]] according to the controllable predetermined spacing, to the subscriber in accordance with the sequence, wherein the sequence is independent of the content of the corresponding program stream; and

a trigger circuit for determining if the at least one queue has reached a low-level, wherein said communications interface refreshes the at least one queue in response to a low-level determination by said trigger circuit.

2. (currently amended) The system of claim 1, further comprising a counter for tracking the number of times each targeted advertisement is displayed to the subscriber.

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3. (previously presented) The system of claim 1, wherein said communications interface also receives the targeted advertisements and said memory also stores said targeted advertisements.

4. (previously presented) The system of claim 3, wherein each targeted advertisement stored in said memory is identified by an advertisement identifier that uniquely identifies the targeted advertisement and the at least one queue references the advertisement identifier.

5. (previously presented) The system of claim 1, wherein for each targeted advertisement, the at least one queue includes advertiser data identifying the advertiser sponsoring the advertisement.

6. (previously presented) The system of claim 1, wherein for each targeted advertisement, the at least one queue includes a time frame defining a time during which the targeted advertisement should be displayed.

7. (original) The system of claim 6, wherein the time frame defining the time during which the advertisement should be displayed includes at least one of:

an hour frame indicating the hours of the day during which the advertisement should be displayed;

a day frame indicating the days of the week, month or year during which the advertisement should be displayed;

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a week frame indicating the weeks of the month or year during which the advertisement should be displayed; and

a month frame indicating the months of the year during which the advertisement should be displayed.

8. (previously presented) The system of claim 1, wherein for each targeted advertisement, the at least one queue includes at least one of:

an expiration date of the targeted advertisement;

a maximum total number of times the targeted advertisement should be displayed;

a maximum number of times the targeted advertisement should be displayed each day;

a total number of times the targeted advertisement has previously been displayed to the subscriber; and

a number of times the targeted advertisement has been displayed that day.

9. (original) The system of claim 1, wherein said trigger circuit determines that the at least one queue has reached a low-level if at least one of the following occur:

the at least one queue has less than a particular number of slots remaining;

the at least one queue has less than a particular number of targeted advertisements remaining; and

the at least one queue has a particular number of targeted advertisements that are almost expired.

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10. (original) The system of claim 1, wherein said communications interface is connectable to an advertisement management system over a network connection wherein the targeted advertisements are identified by the advertisement management system based on a profile of the subscriber supplied to the advertisement management system.

11. (original) The system of claim 1, wherein the at least one queue includes a state indicator for activating said trigger circuit.

12-14. (canceled)

15. (currently amended) A method of displaying targeted advertisements to a subscriber in a communications network, the method comprising:

(a) selectively distributing at least one queue to a node associated with the subscriber, each queue identifying an ordered list of targeted advertisements, each of the targeted advertisements being previously matched to the subscriber, and wherein a sequence including at least two of the targeted advertisements is placed in the queue according to a controllable predetermined spacing, the controllable predetermined spacing specifying the number of intervening advertisements between one of the at least two advertisements and the successive advertisement of the at least two advertisements in the sequencethe targeted advertisements within the queue have a controllable predetermined spacing;

(b) storing the at least one queue at the node;

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(c) inserting the targeted advertisements into one or more programming streams displayed to the subscriber, the advertisements being repeatedly inserted in accordance with the ordered list of the corresponding at least one queue ~~and according to the controllable predetermined spacing, wherein the order of the advertisements in the ordered list is independent of the content of the program stream into which the advertisements are inserted~~; and

(d) refreshing the at least one queue upon a determination that the at least one queue has reached a low-level.

16. (previously presented) The method of claim 15 further comprising:

(e) tracking the number of times each targeted advertisement is displayed to the subscriber.

17. (previously presented) The method of claim 15 wherein each targeted advertisement is identified by an advertisement identifier that uniquely identifies the targeted advertisement and the at least one queue references the advertisement identifier.

18. (previously presented) The method of claim 15 wherein for each targeted advertisement, the at least one queue includes advertiser data identifying the advertiser sponsoring the advertisement.

19. (previously presented) The method of claim 15, wherein for each targeted advertisement, the at least one queue includes a time frame defining a time during which the targeted advertisement should be displayed.

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20. (previously presented) The method of claim 19, wherein the time frame defining the time during which the advertisement should be displayed includes at least one of:

an hour frame indicating the hours of the day during which the advertisement should be displayed;

a day frame indicating the days of the week, month or year during which the advertisement should be displayed;

a week frame indicating the weeks of the month or year during which the advertisement should be displayed; and

a month frame indicating the months of the year during which the advertisement should be displayed.

21. (previously presented) The method of claim 15, wherein for each targeted advertisement the at least one queue includes at least one of:

an expiration date of the targeted advertisement;

a maximum total number of times the targeted advertisement should be displayed;

a maximum number of times the targeted advertisement should be displayed each day;

a total number of times the targeted advertisement has previously been displayed to the subscriber; and

a number of times the targeted advertisement has been displayed that day.

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22. (previously presented) The method of claim 15, wherein the determination of step (d) is made if one of the following occur:

the at least one queue has less than a particular number of slots remaining;

the at least one queue has less than a particular number of targeted advertisements remaining; and

the at least one queue has a particular number of targeted advertisements that are almost expired.

23. (canceled)

24. (new) The system of claim 1, wherein the controllable predetermined spacing is variable.

25. (new) The method of claim 15, wherein at least three advertisements of the targeted advertisements are placed in the queue according to the controllable predetermined spacing.

26. (new) The method of claim 25, wherein the controllable predetermined spacing specifies different numbers of intervening advertisements between successive advertisements in the sequence.

27. (new) The method of claim 15, wherein the at least two advertisements are identical.

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28. (new) The method of claim 15, wherein the at least two advertisements are sponsored by the same advertiser.

29. (new) The method of claim 15, wherein the at least two advertisements are variants of each other.

30. (new) A method of allowing an advertiser to purchase advertisement opportunities to be displayed to a subscriber in a communications network, the method comprising:

(a) receiving a controllable predetermined spacing according to which the advertiser's advertisements will be displayed;

(b) arranging at least one queue of targeted and ordered advertisements, each of the targeted advertisements being previously matched to the subscriber, and wherein the advertiser's advertisements are inserted in the queue according to the controllable predetermined spacing, the controllable predetermined spacing being representative of the number of intervening advertisements between successive occurrences of the advertiser's advertisements;

(c) selectively distributing the at least one queue to a node associated with the subscriber;

(d) storing the at least one queue at the node;

(e) inserting the targeted advertisements into avails in one or more programming streams displayed to the subscriber, the advertisements being repeatedly inserted in accordance with the order of the at least one queue.

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31. (new) The method of claim 30, wherein the controllable predetermined spacing is variable.

32. (new) The method of claim 30, wherein the advertiser may specify the controllable predetermined spacing.

33. (new) The method of claim 30, wherein the advertiser may specify varying numbers of intervening advertisements for the controllable predetermined spacing.

34. (new) The method of claim 30, wherein the advertiser may specify that the controllable predetermined spacing is a certain number of advertisements for the spacing of the first and second occurrences of the advertiser's advertisements and a different number of advertisements for the spacing of the second and third occurrences of the advertisers advertisements.

35. (new) A method of displaying targeted advertisements to a subscriber in a communications network, the method comprising:

   (a) receiving a plurality of targeted advertisements at subscriber equipment, wherein each advertisement has been previously matched to the subscriber;

   (b) storing the plurality of advertisements at the subscriber equipment;

   (c) allowing an advertiser to indicate that a subset of the plurality of targeted advertisements is to be displayed to the subscriber according to a controllable predetermined spacing, the controllable predetermined spacing being representative of

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the number of intervening advertisements the advertisements of the subset and the subsequent advertisement of the subset;

(d) arranging the plurality of targeted advertisements in a queue having a sequence, wherein the subset of the plurality of targeted advertisements is placed in the queue according to the controllable predetermined spacing;

(e) inserting the targeted advertisements into a programming stream for display to the subscriber in accordance with the sequence, wherein the sequence is independent of the content of the corresponding programming stream.

36. (new) The method of claim 35, wherein the controllable predetermined spacing is variable.

37. (new) A method for displaying advertisements to a subscriber in a communications network, the method comprising:

(a) selecting a plurality of target advertisements matched to a subscriber;

(b) arranging at least a subset of the plurality of targeted advertisements in at least one queue, wherein a first targeted advertisement is placed a first predetermined interval from a second targeted advertisement, the first predetermined interval being representative of the number of advertisements separating the first and second targeted advertisements;

(c) selectively distributing the at least one queue to a node associated with the subscriber;

(d) storing the at least one queue at the node;

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(e) inserting the targeted advertisements into avails in one or more programming streams displayed to the subscriber, the advertisements being repeatedly inserted in accordance with the sequence of the at least one queue.

38. (new) The method of claim 37, wherein a third targeted advertisement is placed into the at least one queue at a second predetermined interval from the second targeted advertisement.

39. (new) The method of claim 38, wherein the first predetermined interval and the second predetermined interval are representative of the same number of intervening advertisements.

40. (new) The method of claim 38, wherein the first predetermined interval and the second predetermined interval are representative of a different number of intervening advertisements.

41. (new) The method of claim 37, wherein the first and second targeted advertisements are the same advertisement.

42. (new) The method of claim 37, wherein the first and second targeted advertisements are for the same advertiser.

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43. (new) The method of claim 38, wherein the first and second targeted advertisements are variants of each other.

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